

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDBM/PGDMM/PGDBFM

Academic year: 2014 – 2015

Subject: Services Marketing

Date: 22.06.2014

Semester: IV

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page
2. Figures in brackets indicate full marks

Q.1) Attempt Any 2 out of 4 (Marks: 2X5=10)

- a) Discuss in brief the three marketing philosophies that should guide the Service marketer.
- b) Define the 5 dimensions of service quality that help measure customer service expectations.
- c) Discuss in brief the role of Customer Acquisition/Retention/Delight within CRM.
- d) Define the 6 levels of meaning a brand can convey.

Q.2) Write Short Notes on (2 out of 5) (Marks: 2X5=10)

- a) Price skimming strategy with an example.
- b) The Three types of End-users that can be classified in service industries.
- c) Benefits of Blueprinting.
- d) Horizontal & Vertical Channel conflicts.
- e) Brand extensions & Multi branding with 1 example of each.

Q.3) Attempt Any 3 out of 5 (Marks: 3X10=30)

- a) Define Public Relations (PR) and discuss in brief: - PR Tasks & Tools of an effective PR Design.
- b) Discuss in brief the four different types of objectives an organization strives to achieve through pricing.
- c) Define Cost based pricing and discuss in brief its advantages and disadvantages.
- d) Discuss the guidelines that need to be kept in mind while developing an effective service recovery system.
- e) Define and discuss on Service Quality issues and perspectives.

Q.4) Attempt both the questions

(Marks: 2X10= 20)

- a) Discuss the various ways of altering capacity to meet demand.
- b) Discuss the advantages of Direct Marketing.

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1. Answer to each new question to be started on a fresh page
2. Figures in brackets indicate full marks

(Mark: 2X2=10)

Q.1) Attempt Any 2 out of 4

- a) Discuss in brief the three marketing philosophies that should guide the service marketer.
- b) Define the 3 dimensions of service quality that help measure customer service expectations.
- c) Discuss in brief the role of Customer Acquisition/Retention/Delight within CRM.
- d) Define the 5 levels of meaning a brand can convey.

(Mark: 2X2=10)

Q.2) Write Short Notes on (2 out of 3)

- a) Price skimming strategy with an example.
- b) The three types of End-users that can be classified in service industries.
- c) Benefits of Business.
- d) Horizontal & Vertical Channel conflict.
- e) Brand extension & Multi branding with 1 example of each.

(Mark: 3X10=30)

Q.3) Attempt Any 3 out of 5

- a) Define Public Relations (PR) and discuss in brief - PR Tasks & Tools of an effective PR Design.
- b) Discuss in brief the four different types of objectives an organization strives to achieve through pricing.
- c) Define Cost based pricing and discuss in brief its advantages and disadvantages.
- d) Discuss the guidelines that need to be kept in mind while developing an effective service recovery system.
- e) Define and discuss on Service Quality Issues and perspectives.

2/2

1/2